

MIKE WILLIAMS

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OVERVIEW

Interactive Design Professional with a track record of success in managing design groups and leading creative design for both large corporate clients (including Steelcase, Walgreens and Sallie Mae) and in-house initiatives (Motorola). Expertise includes web, mobile, and application interface design and traditional branding and identity design. Collaborative team leader adept at communicating with both creative and non-creative stakeholders to run streamlined operations and develop innovative solutions that balance creativity and usability.

EXPERIENCE

Mike Williams Design Chicago, IL
Current

Freelance Designer

Provides interactive and identity design services to various clients.

- Designed the identity and web site for Nuveen's CEF Connect, an information source for closed-end funds that reduces the difficulty of comparing and understanding fund details.
- Performed concept exploration, designed screens, and created Flash simulations for a touch interface product for Masco Corporation.

Motorola Chicago, IL
Global designer and manufacturer of mobile devices
2006 - 2009

Mobile UI Design Manager

Managed a team of six designers and animators to design and develop cell phone user-interface media, including icons, UI themes, screen layouts, power up animations, wallpaper and screensavers for Motorola's global portfolio of devices.

- Increased global team focus and operational efficiency by documenting Motorola's global digital design language strategy and managing the delivery over a two-year period of time.
- Established the concept design language for Motorola's first finger-touch user interface, featured on the Evoke QA4.
- Directed a global team of designers to create a gallery of wallpaper for use on all Motorola devices, increasing collaboration among global studios.
- Improved quality and efficiency of the group by managing a weekly design review with media team, including members from Brazil.
- Managed the design and delivery of 18 Flash simulations for Motorola's annual product exploration initiative, coordinating activity between Experience Planning, Design, and Simulation professionals.

Method Engine Chicago, IL
Interactive design boutique of approximately eight employees
2005-2006

Design Director

Led the information architecture and creative design on projects ranging from internet sites to product logos. Implemented production management, estimating, and staffing methods to run projects and the business more efficiently.

- Brought in Sallie Mae/USA Funds as a client resulting in over \$325,000 in revenue.
- Successfully branded and designed USA Funds' first tools targeted directly to college students, educating them about their student loans. Work included design strategy and web site design with custom photography and integrated video clips.
- Architected and designed a music site called Sweetwater Records that allowed Sweetwater Sounds customers to create an artist page, post, and sell MP3s. Site visitors could browse, sample, and purchase music as well as post comments on the artist's page.

Tanagram Partners Chicago, IL
Communication design firm of approximately 12 employees
2002 - 2005

Design Director

Led creative strategy and design direction for a variety of corporate clients as well as provided business process improvement methods for the firm.

CLIENTS

USA Funds
Preferred Hotel Group
Steelcase
Walgreens
eMac Digital
Fuji America
Zebra Technologies
Caterpillar
Novartis
Corecomm
Best Buy
National PTA
Vcapital
Allied International
McGraw-Hill
Nuveen
Sweetwater Sounds
Intercargo
Turnstone
McDonald's
National City

EDUCATION

B.A. in Visual
Communications
1993

B.S. in
Journalism
(Advertising
specialty)
1994

Southern Illinois
University at
Carbondale

TECHNICAL SKILLS

Photoshop
ImageReady
Illustrator
Dreamweaver
Flash
OmniGraffle Pro
Acrobat
Microsoft Office
InDesign
QuarkXPress

- Initiated and established a relationship with Sagestone IT Consulting that resulted in landing multiple clients and generating over \$180,000 in revenue.
- Developed the chosen concept design for Zebra.com, the global leader in barcode printing.
- Performed as account lead and creative strategist for Preferred Hotel Group and managed the design of all four consumer brand sites. For PreferredHotels.com, the visit time doubled and sales increased during the same period after launch of redesign in October 2003.
- Designed three modules for a web-based production management tool that improved business precision. Modules included: new business pipeline, project estimating and staff forecasting.

Divine Chicago, IL

National digital branding and IT services; now known as Whittman-Hart Interactive

1995-2002

Creative Director for Michigan, Grand Rapids, MI (2001 to 2002)

Oversaw all branding efforts in both the Grand Rapids and Southfield (Detroit) offices, including business development and delivery of design work.

- Retained Steelecase as a major client by quickly establishing rapport as new creative lead and successfully completing the site design of steelcase.com, which won a Gold Addy award.
- Participated in a panel discussion on the subject of usability moderated by Glimawest.org.

Associate Creative Director, Chicago, IL (marchFIRST) (2000 to 2001)

Provided creative direction and management of the 36-person Design and Copywriting Group, after merger of three creative groups.

- Managed the two-week design exercise to envision a Best Buy Entertainment online experience. This effort helped win the business over Organic, Razorfish, and Agency.

Lead Art Director, Chicago, IL (USWeb/CKS) (1999 to 2000)

Managed 18 person staff in three disciplines: Visual Design, User-Experience and Site Build. Performed as the creative lead on several large web initiatives and identity projects for clients including Walgreens, CoreComm, National City, McDonald's Idea Connection, and vcapital.

- Managed the team that delivered five simultaneous, multi-million dollar projects while undergoing a merger to form marchFIRST.
- Served as creative lead for both the \$24 million initiative to launch Walgreens pharmacy services online and the second release to add a complete ecommerce storefront.
- Streamlined management and delivery of solutions by helping develop a cross-disciplinary methodology framework for designing and building large web sites.
- Organized and conducted a 3-day summit of 70 USWeb/CKS brand building professionals from Chicago, Milwaukee, St. Paul, Detroit and Toronto. Result was a tight network that increased regional quality and efficiency by sharing methodology and resources to deliver solutions.

Art Director/Designer, Chicago, IL (USWeb) (1996 to 1999)

Handled all aspects of internet design and development, including strategy, site architecture, concept, design, and site build. Clients included Caterpillar, McGraw-Hill, Allied International and National PTA.

Co-founder and Lead Designer, Chicago, IL (Design House Worldwide) (1995 to 1996)

Created the design solutions for all main clients.

Buenerkemper & Howe Carbondale, IL

Marketing communications firm of approximately six employees

1994-1995

Designer of print promotional materials